

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

30834 AUG 29 '21

Dated at 239 West 39th Street, New York City

August 22nd, 1921

Register of Copyrights,
Library of Congress,
Washington, D. C.

AUG 29 1921

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright protection, requests the return to him under the provisions of sections 59 and 60 of the Act of March 4, 1909, ~~of one or~~ both of the deposited copies of the
4 copies of motion picture film entitled The Girl Who Came Back

(2 Reel picture)

deposited in the Copyright Office on and registered
under Class, XXc., No. ©CLM 2038

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address:

..... or
to Economist Film Service
at 239 West 39th Street, New York City

Signed *B. V. Klansford*
(Claimant of Copyright)

July, 1920—500

4 Copies Returned

SEP 30 1921

Bk. D

By Express

SEP 30 1921

✓
The Girl
Who Came
Back ✓

Spectators do not always see the vital points in motion pictures at the first glance. Therefore, it seems wise to foretell a few of the "hows" and "whys" in the program. In this photoplay you will see the awakening process which one saleswoman went through. The girl lacked the capacity for pride in work well done. When her eyes were opened to the injustice she had been doing herself with such poor selling, she proved to herself, her co-workers, and the executives of her firm that she merited confidence, and could hold a responsible position. She became a 100% salesperson, a friend to her co-workers, a true help to the customers, and found life a very much more pleasant thing. Her story may have a keener value to us all than we are at first willing to admit. A clear conscience resulting from work thoroughly mastered and well finished makes a good companion in business. A troubled conscience from work poorly done and carelessly shoved to one side means endless trouble and worry. Remember all of this when studying the photoplay.

Problems
and
Answers

The confusing problems that each day get more and more distracting unless they are dissected, can be worked out so as to make selling more deeply appreciated as an art in business. The object of these problems and answers is to show how to unravel the hard knots in selling.

Woolen
Textiles

There have been whole libraries written about the subject of textiles, complicated technical books which are hard to use. This is the first picture which has ever been produced having in it the essential steps of production and manufacture linked up with the important information necessary for wise buying and selling of the finished woolen fabrics. It has in it condensed information which is applicable in any department where anything having wool in it is sold. This information applies to yard goods, dresses, suits, coats, blankets, men's wear -- and very many other departments selling woolen goods. Begin the Woolen Textile Film with the understanding that by knowing the important things about woolen and worsted fabrics you will buy wisely and sell intelligently those materials, and the garments made from them. After seeing this film, you should be able to answer many questions of this kind!

Why does serge wear shiny?
Why are serges called worsted yarns?
Why do the surfaces of some broad-
cloths wear off exposing a loose weave?

What is "shoddy"?
How can wool be tested to distinguish
it from cotton?
What are the important weaves in woolen
fabrics?

Sellograms

In the sellograms wear vs rust you will find a vast amount of "food for thought." There is so much of the very essence of store life and salesmanship crowded into these sentences that you will enjoy them thoroughly.

Cartoon

In the Animated Cartoon "Discard" you are introduced to Mr. Ignorance and Mr. Opportunity of the world. Mr. Ignorance and Mr. Opportunity are with all of us. We are all made up of two elements, the good and the not so good. We should strive to help the best nature overcome the smaller, mean nature. These are real stories of things as they really happen, portrayed from the humorous points of view. Beware of Mr. Ignorance and welcome the aid of Mr. Opportunity.

SYNOPSIS OF "THE GIRL WHO CAME BACK"

The manager of the store, looking through his books, is distressed over the falling off of the Blouse Department. He summons the buyer to account.

In the Department is Anna Smith, an able but indifferent salesgirl. The buyer, when she returns to the Department, pricks Anna's conscience regarding the service she is giving.

The following day everything goes wrong for Anna. Her late hours and lack of interest in her work, she begins to realize, are not fair to her buyer. She determines to do better.

Customers are received more cordially and served with more desire to please. Even "grouches" are sent out of the department well satisfied. Other salesclerks are helped. Anna proves herself invaluable to the Department.

The Manager, passing through the Department on various occasions, notes Anna's spirit of service and suggests that it be rewarded. She is promoted to the position of second assistant in the Department.

The story of Anna's promotion emphasizes the fact that indifference in one's business invariably results in discontentment all around. Enthusiastic service, on the other hand, brings, just as surely, its reward of joy in work well done and advancement according to the determination to make good.

Y

QUERIES ON "THE GIRL WHO CAME BACK"

1. What does the title suggest as to Anna Smith's previous record as a saleswoman?
2. What aroused the manager's suspicion as to neglect on the part of some one in the Blouse Department. Was the conclusion based on a good business principle?
3. How do you account for Anna's downward rather than upward tendency in this stage of her career? Do you know any one like her?
4. "Everything went wrong this morning" Why? What is meant by the expression "A blue Monday?" How do you account for "Blue Mondays?"
5. How was Anna's first customer a test of her new resolution?
6. Do you believe that "work conscientiously performed brings its own reward" Explain by an instance you have known.

Answers to Queries on "THE GIRL WHO CAME BACK"

1. Anna's natural disposition was "to make good" -- She had the ability and disposition to be a successful saleswoman. This she had already proved. But she had digressed from the natural course of earnest, honest effort -- She had wandered from the straight path of "making good" -- She had lost herself for the time being.

It is particularly the people who have great possibilities whose indifference towards success is most to be pitied -- One is not so much to blame for small accomplishments if he has no ability -- But Anna had ability.

2. A comparison of the figures of this year's business with last year's told the tale. Something was wrong -- Either the merchandise was not being wisely bought or displayed or the service was poor -- and so the manager called the buyer to account --

His conclusion was based on the principle of every buyer being held responsible for the profits of his department -- Only thus can the manager direct and judge the combined efforts of his entire business. Each is a link in the chain. -- The buyer gave as her reason for the falling off of business lack of good service and determined to attempt to remedy the decrease in business by reminding Anna of her neglect.

3. Judging from the side lights on Anna's character, she was mixing business and pleasure, always a bad policy, since business usually proves to suffer most through the combination of interests. Because of her late hours and the consequent physical and mental fatigue she experienced on the next day, she began to be indifferent to her duties in business -- She also developed an ugly disposition on making her unpleasant company for both herself and those about her. She had lost her ambition -- Having assumed the "don't care" attitude she weakened in her efforts to move upward. She consequently moved downward, -- because there is no stand still position in life. Perhaps she also needed some recognition and encouragement in her desire to "make good" which she was not receiving -- A little appreciation goes a long way toward keeping human beings true to the upward tendency.

4. "Nothing succeeds like success" we say. When one feels "down and out" everything seems to conspire to keep him down -- Everything looks "blue" when looking through the "blue glasses" of indifference or discouragement. Everything goes wrong -- and there is usually a reason -- In Anna's case she had not had a good night's sleep. Perhaps she had eaten too much or gotten too tired to have refreshing rest. Then she overslept and had to "rush." Consequently she was not dressed neatly. Her mind was distracted. She was far from ready for business, and yet she was craving the salary of a properly dressed, energetic and conscientious salesclerk -- This she realized. Her conscience had reminded her of it and she was not satisfied with herself.

5. Feeling ashamed of herself and determined to "turn over a new leaf" Anna met her first customer, a woman evidently in much the same mood as she had been before she "came back" to her better self; Her calm, earnest attitude smoothed the customer's ruffled spirits and she left in fairly good humor -- in that attitude of helpful service in which she was not only a greater credit to her employer's business but to herself.

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